



# *Strategic plan 2021-24*

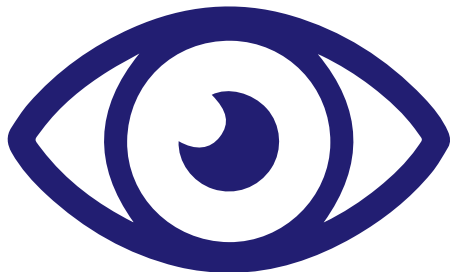


November 2021



## *Our purpose*

ISWAN provides the support and resources seafarers need for good physical and emotional wellbeing, so they are happy and healthy and have strategies to cope with life at sea. In times of mental or physical crisis, ISWAN provides external assistance for themselves and / or their families.



## *Our vision*

Better lives for all seafarers and their families



## *Our mission*

Improving the lives of seafarers and their families with services, resources, strategies and advocacy



## Values



Diverse and inclusive



Fair and equitable



Empowering



Educational



Influential and persuasive



Cooperative



Transparent



## USPs



SeafarerHelp



Independent, non-aligned



Membership drawn from across the sector



International reach



Not port based



Mixed funding model

## How we do it

### *Support to seafarers (service provider and connector)*

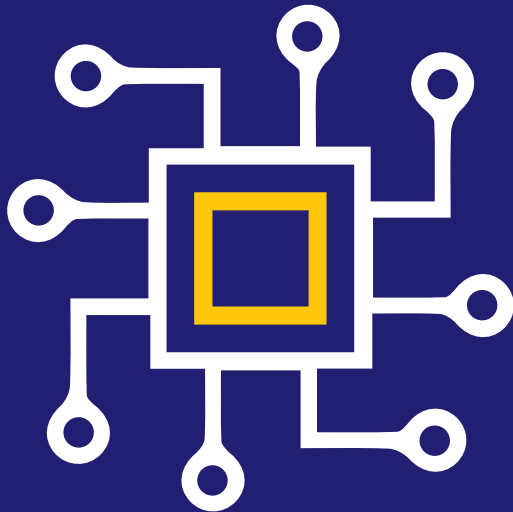
- Direct support to seafarers and their families
- Coordination and leverage of resources
- Provision of crisis relief funds
- Development of health and wellbeing resources



### *Working with stakeholders (educator and influencer)*

- Collaborative partner and coordinator
- Research into issues affecting seafarers
- Connecting sector agencies
- Providing intelligence on global seafarer issues
- Improving the delivery of welfare to seafarers





## ***3-Year Organisational Goals***

**1.** Improve our processes and make better use of technology to meet the changing needs of seafarers.

*We will carry out regular surveys of service users\* to measure progress and aim to achieve a 95% satisfaction rate.*

\*Users of all services – helplines, emergency funds, regional services, training







**2.** Develop timely responses to the most prevalent issues identified through helplines, regions and our membership to educate the sector and influence change.

*We will analyse our data to better understand themes and trends in the industry and develop two new initiatives each year.*



**3.** Raise profile and position of ISWAN as a respected catalyst for delivering change to improve the lives of seafarers and their families.

*We will grow our network to 150+ members from across the industry and seek new ways to engage with them.*





**4.** Develop a truly international organisation that is financially and operationally sustainable.

*We will reduce our reliance on grant funding, lessen our environmental footprint and increase our presence around the world.*

